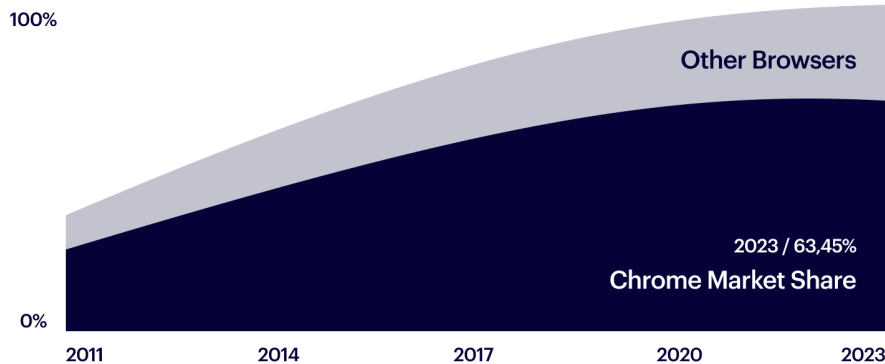


4 Simple Steps to Improve your Marketing Return



4 simple steps to improve your ROAS

In 2024, about 87% of all digital Advertisers have to face major changes within their strategy. For instance, the new iOS and MacOS versions (published in Q4/23) suppress viewer tracking solutions as well as user insights. Even the world's biggest advertising company, Google, announced that it will make Chrome a cookieless environment by 2025. Therefore, especially with the current market share of Chrome, every marketer should be ready for drastic changes within the next few years.



This doesn't mean that Chrome users can't have any session data any longer, but rather that third party tools like its own (Tag-Manager, Remarketing Script and many others) will no longer be supported in the currently known format.

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Ideas for a better ROAS

A Whitepaper by Mediacharge

The right approach in your advertising strategy can mean the difference between an average and an outstanding return on investment (ROI). It's not just about using the right techniques, but using them effectively and innovatively. Based on our extensive experience and analysis, we present four simple steps you can take to increase your marketing return with a low investment upfront.

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The future of tracking

Serverside is already outdated

Machine Learning

Going beyond traditional bidding strategies

Reduce Click-Fraud

The easy 5%

A/B Testing

There is always a better version

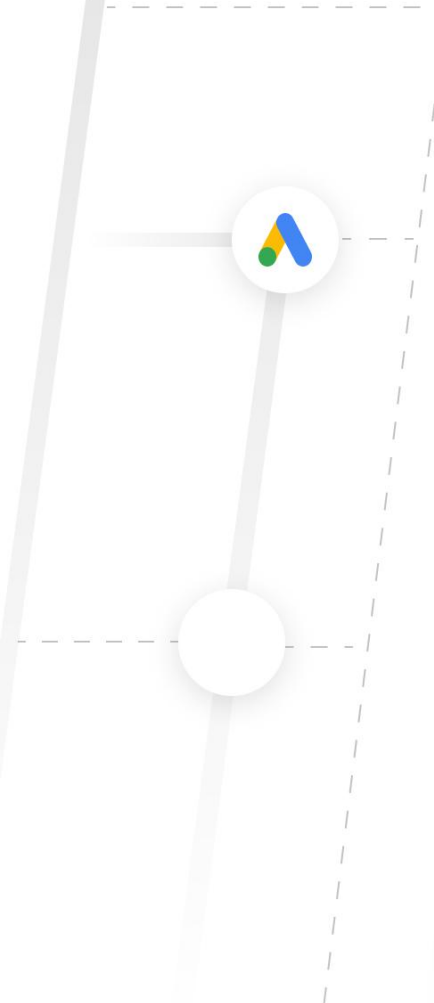
The future of tracking: Serverside is already outdated

According to BlueVinn, 67% of the marketing leaders believe that it's their job to ensure a correct data quality for web tracking within all advertising channels. An alarming share of 83% of those leaders believe that they don't have enough knowledge in informatics to either take care of the tracking setup themselves, or to clearly communicate with their development department for a project roadmap with a common understanding of the target outcome.

One of the biggest misunderstandings that still occurs among marketing leaders is the fact that, due to GDPR, DSGVO or any other data protection act, it is no longer possible to track accurate data.

Why is it a misunderstanding? Well, actually the only constraint that truly exists in most countries today is a third party tracking limitation. This means, if you are not hosting a tracking setup on your own servers, it's not possible to track someone, without his permission. By explaining this you might probably already estimate the direction where a modern tracking setup is heading to. The robust tracking setup for your company needs to take place on your own servers. Of course those servers don't have to be physically placed in your office, they can also be in an instance you rent from AWS, Google Cloud or any other hosting provider. But they have to be your company's assets and the data must be stored on your own devices.

If you ask yourself now why this point is mentioned in a whitepaper called "4 simple steps..." while this step actually sounds like a bigger implementation project, you are not quite right. There are multiple



companies, all founded in the last years, which have prepared a setup that can be bought with all necessary implementations for you to have your own servers with all the necessary tracking solutions preinstalled. So it's basically a solution, where the data is stored on your own servers, but you don't have to care about installation. Those solutions start from 99€ per month. Feel free to ask our team for further details:



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Machine learning: Going beyond traditional bidding strategies

It may sound trivial, but the continuous evolution in the field of machine learning cannot be underestimated. Many companies still rely on outdated bidding strategies such as Maximum CPC or Target Impression Share - with suboptimal results.

The front-runners of online marketing are already embracing more advanced technologies. An example is the **predicted lifetime value approach**. This doesn't just optimize based on leads or purchases. The optimization is based on the most valuable company data: customer profiles. Big players like Amazon and Booking.com recognized this trend early on and companies like Otto in Germany are now catching up.

Despite the general availability of this technology, many companies lack the necessary know-how to implement it. Our recommendation: use the free online training courses offered by advertising companies. But be careful: both marketers and developers are required for a successful implementation.

The outcomes we have seen with our customers of such an implementation were extremely convincing.

Reduce Click-Fraud: The easy 5%

How does Click-Fraud-Reduction generally work? Well, it's actually a very easy to understand process. As an advertiser you can define rules to give a bidding strategy the necessary knowledge to correctly discern between existing customers, competitors, and new customers. This can be done automatically by tracking the device or network footprint of a user (mainly the IP address, combined with other factors, like the network IP, device, network routing point and many others). Alternatively, it can be defined on the behavioral patterns, such as pageviews of certain pages that are typically visited by only existing customers.

There are three different ways of preventing click-fraud and thereby saving money.

Channel Defaults (First Option)

Many advertising companies such as [Google](#) recently launched features to prevent existing customers, or competitors, from clicking on expensive paid ads. Especially for industries with high cpcs, we've been waiting for this feature for way too long.

Reduce Click Fraud

The easy 5%

What's very important to know, is that this option is not a default in Google Ads. Particularly if you have campaigns that are running for already a longer time, ticking this option in the settings is a manual process.

Third Party Solution (Second Option)

If you're searching for an independent solution to prevent click fraud, there are multiple software solutions at a very fair monthly price. What's interesting to know is that the IPs of users are typically store rules based from the third party tool and then pushed into the advertising channels such as LinkedIn, Google or Facebook. Those audiences are stored and excluded from any bidding once you have set up such a tool. Because of that, it is crucial to always double check the rules before going live. Here are some providers of such tool: [Clixtell](#), [ClickCease](#) or [ClickGuard](#).



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Exclude Custom Audiences (Third Option)

Every large advertising platform gives you the opportunity to create custom audiences. Typically, these audiences are used for remarketing and targeting. Over the last few years we have seen extremely well performing campaigns, where the custom audiences were used to exclude users from campaigns. This is especially useful if you have a high amount of non qualified leads, which can be marked as lost or inappropriate, in a shorter time frame than your remarketing campaigns.

A/B testing: There is always a better version

Most companies conduct some form of A/B testing, but how many dare to put their entire setup to the test? Starting from the landing pages to the creatives, maybe even challenge the channels and try to reach new growth. According to statista, an average company spends 23% on testing. If we look at the amount spent on tests within a marketing department, we typically find a budget of less than 8% in private equity owned firms, 15% in private companies and over 25% in startups. This budget should not just be spent for a new channel to try something radically different, but first of all be invested in continuous improvement of existing campaigns with a conficing performance.

Why does this make sense? The average company has only 2,1 advertising channels to acquire new customers. Of course all CEOs and CMOs try to win customers within three, four or even more channels to reduce the risk of failure. But if we dive into the statistics, we find a clear logic. Winners within a certain industry are typically dominating certain channels. It's very rare that a fast growing company has multiple highly profitable channels This means that becoming the #1 player in your current channels is for most profitable companies a much easier step, compared to opening new advertising channels and expecting them to work. Of course you should always try out new channels, but the priority of becoming a channel leader should be much higher.

To become a channel leader, we advocate a bold approach: establish a routine of A/B testing within your marketing department, or with your agency. This routine shouldn't be on a monthly basis, but on a weekly



base. The routines should include a clear output oriented feedback loop, as well as a weekly brainstorming session with at least 15 minutes input from multiple stakeholders.

Conclusion

These four steps are only a few ideas. Some of those ideas are a must for leading advertisers, for example the tracking setup on an own dedicated server, instead of the GA4 default installation. The A/B progress is another criteria for high performing marketing departments. Other ideas are more in the absolute quick win area, like the Click-Fraud prevention. Regarding the PLTV, we advise all our customers to work with this powerful tool instead of the well known CPA or CPL approach. The holistic understanding of PLTV in the distribution is a key advantage, which is currently not used by many companies.

If your company is interested in finding the right partner to reach a better ROAS, our team here at Mediacharge would be glad to get in touch.

Book your meeting today at [Mediacharge.com](https://www.mediacharge.com) or [Mediacharge.de](https://www.mediacharge.de)

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